

**LAWWEEK**  
13-19 MAY 2019

**UNLOCK**  
*your*  
**LAW**



**LAW WEEK LOGO USE**  
**GUIDELINES FOR GRANT RECIPIENTS**

# STOP 🔑

**These guidelines are for Event Partners who received a Law Week Grant in 2019.**

**If this is not you, you're reading the wrong guidelines!**

If you did not receive a Law Week Grant, we have created a separate guide just for you that can be accessed [from the Law Week website](#). Please use those instructions instead.

**UNLOCK**  
*your*  
**LAW**



# WELCOME TO LAW WEEK 2019

**Welcome to Law Week 2019, and congratulations on being awarded a Law Week Grant!**

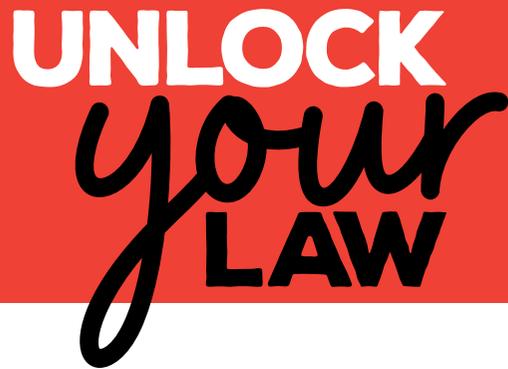
We're thrilled to have you on board as an Event Partner and look forward to working with you to make learning about the law easy for Victorians.

As an Event Partner for Law Week 2019 and a Law Week Grant recipient, you have agreed to use the Law Week Grant acknowledgement logo in any promotional materials produced for your event and to acknowledge Victoria Law Foundation as the presenter of Law Week.

We want to make it as easy as possible for you to meet these requirements, so have made a full set of Law Week Grant logos available for your marketing and promotional use. The logo versions and their requirements for use are explained in this document.

**Please note that all logo use must be approved by the Foundation before final production.**





## LOGO ACCESS

The Law Week Grant logo files are available on the **Resources page** of the Law Week website. They should be used by Event Partners within the guidelines set out in this document.

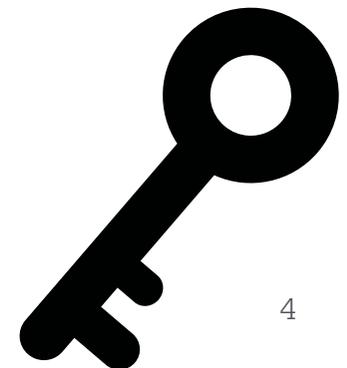
From the website's Resources page, you can access the logo files Dropbox folder, which is home to all the different logo files.

To choose the correct logo file, work through the simple questions on **page 6** of this guide.

### Other resources to help promote your event

While you're in the Resources section of the Law Week website, be sure to look at the additional promotional collateral files, including:

- a promotional flyer template for your event
- social media images
- a poster
- an email signature image
- PowerPoint promotional display slides and more!



# LOGO VARIATIONS

The 2019 Law Week logo is shown below in the three different colour variations that are available to use. They have been provided to work against a range of different coloured backgrounds in your promotional designs.

---

Colour

Funded by  
a grant from  
**Victoria Law  
Foundation**

**LAWWEEK**  
13-19 MAY 2019

---

Mono (black and white)

Funded by  
a grant from  
**Victoria Law  
Foundation**

**LAWWEEK**  
13-19 MAY 2019

---

Reverse (displayed on black background)

Funded by  
a grant from  
**Victoria Law  
Foundation**

**LAWWEEK**  
13-19 MAY 2019

# CHOOSING THE RIGHT LOGO

## Step 1 – Choose the best colour-type logo for your design

If your design will be produced in <b>colour</b>	If your design will be produced in <b>black and white</b>	If your design uses a <b>dark solid background colour</b>
<b>Colour logo</b>	<b>Mono (B&amp;W) logo</b>	<b>Reversed logo</b>

---

## Step 2 – Choose the best file format for your purpose

If your design is for <b>digital use</b> (e.g. website, email or other screen displays)	If your design is for <b>print use</b> (e.g. printed flyers or other printed materials)
.svg file (1st preference)	.eps file (1st preference)
.png file (2nd preference)	.svg file (2nd preference)
.jpg file (last preference; not available with transparent background)	.jpg file (last preference; not available with transparent background)

---

## Step 3 – Access and download the correct logo file

Once you have answered the questions in Steps 1-3 above, you're ready to download the best logo file for your needs. All logo file versions are available here via the **Resources section** of the Law Week website.

# IMPORTANT LOGO RULES

## Clear space

When using the grant logo, please ensure that there is a clear space to the size of the 'L' in the logo.

This will ensure that the grant logo is always reproduced in a clear and consistent way.



## Minimum size

When using the Law Week Grant logo, please ensure its size meets the minimum width requirement of **50mm** set out below. This will ensure it is legible.



# IMPORTANT LOGO RULES

Here are examples of how NOT to use the logo.

**X**

DO NOT distort or stretch the logo's proportions

Funded by  
a grant from  
**Victoria Law**  
Foundation

**LAWWEEK**  
13-19 MAY 2019

**X**

DO NOT add extra graphics or effects such as drop shadows

Funded by  
a grant from  
**Victoria Law**  
Foundation

**LAWWEEK**  
13-19 MAY 2019

**X**

DO NOT alter any of the colours

Funded by  
a grant from  
**Victoria Law**  
Foundation

**LAWWEEK**  
13-19 MAY 2019

**X**

DO NOT place the logo over colours that clash

Funded by  
a grant from  
**Victoria Law**  
Foundation

**LAWWEEK**  
13-19 MAY 2019

**X**

DO NOT move elements of the logo independently

Funded by  
a grant from  
**Victoria Law**  
Foundation

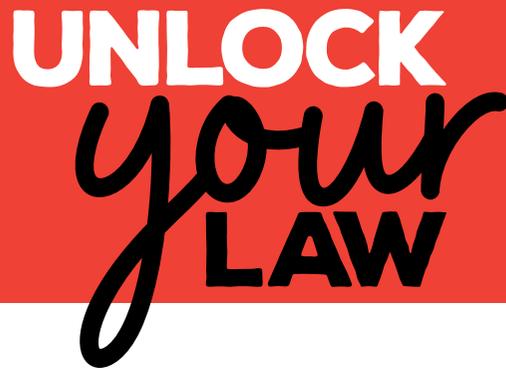
**LAW**  
**WEEK**  
13-19 MAY 2019

**X**

DO NOT change the logo's typography

Funded by  
a grant from  
**Victoria Law**  
Foundation

**LAWWEEK**  
13-19 MAY 2019



# APPROVALS

**The placement of the logo on all promotional products must be approved by the Foundation before final production.**

Once you've finished your design, please email it (or a screencap, for website use) to the Events team at [gangus@victorialawfoundation.org.au](mailto:gangus@victorialawfoundation.org.au) for final approval.

## Do you need help?

If you require any logo file formats that haven't been supplied, or have any difficulty with the file types outlined in this guide, please contact the Foundation's Communications team:

- Call 03 9604 8100
- Email [contact@victorialawfoundation.org.au](mailto:contact@victorialawfoundation.org.au)

**We'll be happy to help!**

